

## **PRESS RELEASE FOR IMMEDIATE RELEASE**

**25<sup>TH</sup> August 2020**

### **DUNNES STORES SEE HUGE GROWTH OF 50% IN FAIRTRADE BANANA SALES**

Figures for Fairtrade banana sales in the main retailers in Ireland in 2019 show that there was further significant growth of 20%.

In a break with trends in recent years, this growth was led by Dunnes Stores, with 50% growth in sales, followed by Musgraves/SuperValu with 25%.

The two main Irish retailers however start from a low base.

### **MARKET SHARE AND FAIRTRADE SALES\***

Lidl remain the market leader with 29% of Fairtrade banana sales on just 11% market share.

They are followed by ALDI who sell 22% of all Fairtrade bananas, also with 11% market share, and Tesco who sell 27% of all Fairtrade bananas with 22% of the retail market.

Taken together, Dunnes Stores and Supervalu have 46% of the Irish retail market but sold just 20% of Fairtrade bananas.

Speaking about these figures, Peter Gaynor, Executive Director with Fairtrade Ireland said;

*'It is very positive to see these growth figures in Ireland for sales of Fairtrade bananas. Fairtrade is only able to make a difference in proportion to the amount of business we do on Fairtrade terms. Seeing Dunnes Stores' sales volumes grow by 50% in 2019 is exactly what we need to see. They have the largest retail market share in Ireland and can make the biggest contribution.'*

*Fairtrade banana sales continue to be led by Lidl followed by ALDI and Tesco\*\* – but as the Dunnes figures show, there is no reason why all the retailers can't grow a lot further in coming years.'*

In 2018 an extra €32 million was earned by banana producers through Fairtrade sales globally. Ireland's contribution to that is about €500,000.

Currently there are about 25,000 small farmers and workers in the Fairtrade system. Nearly all of the Fairtrade bananas sold in Ireland are also organic and come from the Dominican Republic.

*'When you start as a banana producer it's a bit difficult, but when you get access to Fairtrade it makes a difference. We small producers now have an annual bonus every year, as well as donations of school supplies every year and scholarships for our children. I couldn't take my daughters to university and now I have two daughters who are professionals.'*

Bernardo Fernandez, ASOANOR banana coop, Dominican Republic

\*Market share figures for December 2019 are from Kantar World panel. Fairtrade sales figures for 2019 are from Fairtrade Ireland.

\*\* See charts below for retail market share, Fairtrade banana market share and growth in Fairtrade banana sales.

Fairtrade Ireland is the Irish member of Fairtrade International.

For further information please contact [info@fairtrade.ie](mailto:info@fairtrade.ie)

## MARKET SHARE AND % OF FAIRTRADE BANANA SALES IN IRELAND



\* Fairtrade Ireland

\*\* Kantar World Panel for end of December 2019

## % INCREASE IN FAIRTRADE BANANA SALES IN IRELAND IN 2019

